

THE FRONTIER

D. H. Cronin, Editor and Proprietor

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WHEN TO STOP ADVERTISING

Gazette, Lexington, Virginia: When every man has become so thoroughly a creature of habit that he will certainly buy this year where he bought last year.

When youngery and fresher and spunkier concerns in your line cease starting up and using the newspapers in telling the people how much better they can do for them than you can.

When nobody else thinks "it pays to advertise."

When population ceases to multiply and the generations that crowd on after you, and never heard of you, come on.

When you have convinced everybody whose life will touch yours, that you have better goods and lower prices than they can ever get anywhere outside of your store.

When you perceive it to be the rule that men who never do and never did advertise are outstripping their neighbors in the same line of business.

When men stop making fortunes right in your sight, solely through the discreet use of this mighty agent.

When you can forget the words of the shrewdest and most successful business men concerning the main cause of their prosperity.

When you would rather have your own way and fail than to take advice and win.

When you want to get rid of the trouble of waiting on customers.

NATIONAL AFFAIRS

By Frank P. Litschert

It is generally agreed that the Democratic victory in the 1932 election was due to the belief of a great majority of the voters that a change of administration might mean a change for the betterment in business. Few of the voters who helped bring about the change had any definite idea just how it was to be brought about. It was their belief, in many cases little more than a hope, that somehow or in some way there would be a new deal that would help things. The psychology was not unlike that of the player who asks for a new pack when the cards have been running consistently against him.

All Americans, regardless of their politics, hope that a change for the better is coming. Up to this time, however, it must be admitted that the Democratic leaders have given no evidence that they have a concrete plan for bettering conditions through legislation.

For example, the leaders of the majority party seem to be unable at this time to agree on any definite course for the fundamental balancing of the budget. For a time we were given to understand that most of the congressional leaders wanted a sales tax. But this was quickly dropped when the news came out that Governor Roosevelt was opposed to the sales tax. Then came the journey of the Democratic leaders to Albany to confer with the President-elect. This was followed by statements that the additional taxes necessary would be raised by soaking the incomes of the middle classes and cutting down the exemption of those with small incomes.

But immediately there came such a kick back to this proposal that it was apparently shoved into the background. Now we are told that the budget will be balanced not by raising taxes but by cutting expenses. If this can be done, the American people will take off their hats and admit that Congress is full of real statesmen.

But the evident lack of a definite program on taxation and the budget is already bringing sarcasm from the Republicans. Minority Leader Snell summed up the Republican view recently when he said:

"It is perfectly evident that the Democrats are not going to do anything about balancing the budget at

this session. They don't even intend to try before ten or fifteen days from the end of the session. That means that they have thrown it up in despair.

"The Democratic platform was just as emphatic on balancing the budget as it was on beer, and while they have spent more effort on beer than on balancing the budget, it is evident they will fall down on both.

"To the outsider looking on, it looks as if the President-elect is running out on his congressional leaders before they even get started.

"Is this the much-heralded cooperation between the President-elect and congressional leaders that we heard so much about during the last campaign? The President-elect says he is only a clearing house for ideas. I can tell him without fear of successful contradiction that if he is to lead his party during these strenuous times, he must be something more than a clearing house. It will be necessary for him to have a program of his own and stand behind it for two successive days running."

But while there seems to be a lack of cohesion in Democratic forces let us not become too discouraged. Let it be remembered that the depression may right itself without further assistance from the government. Depressions have been known to do that very thing in the past. We are now more than three years along in the present era of business stagnation. It is about time that there were evidences of improvement. Nature will take its course regardless of Washington politics. Let us hope that the time for fundamental improvement is at hand.

HOW OUR DEBTS GREW

For the past two years we have had an increasing demand on the part of the public for a reduction in our public expenditures. We have now come to the time when there should be some appreciable effect of this sustained movement which has finally made the people tax conscious, and economy conscious. While the present session of Congress, judging from the current outlook, will accomplish little toward the reduction of national expenditures and the balancing of the budget, it is likely that a special session of the new Congress will be called shortly after March 4. Then the new Democratic administration will have a chance to show what it can do on the all-important subject of reducing public expenditures. If it fails, then it will be just too bad for the future of the new administration and we are apt to see some startling political changes after the 1934 election.

But all of the work of economy cannot be done by the national government. A great deal of it must come through the efforts of the states and the local government. Here again the situation is timely. Nearly all of our state legislatures are now in session or will be some time during the spring. It is now up to the people to see that their local representatives do something to help lighten the tax burden through the promotion of economy and the cutting down of public expenditures.

In order to understand just how far we must go in this respect one ought to consider for a moment just how far we have as a nation, inflated our expenditures. In a booklet recently published, Gertler, Devet and Company point out that the estimated public indebtedness of our federal, state and local governments in 1902 was \$3,000,000,000. In the next decade it grew to a little less than five billions. Then the fun began. Now the estimated total debt of our various units of government is around \$37,000,000,000. Just think of it! An increase of 1,133 per cent from 1903 to 1932. During the same time the expenditures of our federal, state and local governments rose 860 per cent.

"To make this huge sum more understandable" the article continues, "one dollar out of every three of the total income of our entire national population is consumed in the support of our governments and their subdivisions. This orgy of spending by municipalities, with few exceptions, has been very little curtailed up to the present, even though the entire country has passed from a period of unprecedented inflation to one of dire depression during the past three years. The same voters who authorized unjustified bond issues are now demanding retrenchment in municipal and state expenditures, clamoring for reduction in taxes both personal and real.

"During the past year, reductions in budgets have of necessity been generally prevalent, but by no means have they been cut sufficiently, nor nearly as much as is possible; curtailments will have to be made in every branch of government; this requires immediate, honest, earnest and scientific study and will be forced on politicians both to give up their sinecures, in order that municipal credits be maintained or restored.

"Retrenchments of at least 25 per cent should be made by state and local governments; expansion programs should be drastically reduced; planned public works that are not absolutely

necessary should be deferred; employment of men in distress should be on projects beneficial or of a self-liquidating nature. Large curtailments in operating costs could be effected through consolidations of bureaus, overlapping districts and departments where duplication of effort is most pronounced."

It is true of course that a start in economy has been made during the past year or so. There has of necessity been a reduction in the public budgets. But there is still a great distance to go if we are to deflate our public expenditures as they should be deflated to match the new era in which we are now living. A start has been made in many localities where expenditures have been cut and taxes are to be reduced this year.

But the people must not go to sleep on the job. The good work must be continued, and the numerous sessions of the state legislatures this year make a good place to continue.

AIDING AMERICAN SHIPS

Washington, D. D., Post.—Chairman O'Connor, of the United States Shipping Board, does well to refute the charges of British interests that this government is "dumping shipping services on the world market." Great Britain would like to see the United States lay up its vessels and depend upon British merchantmen to carry on its overseas commerce. The accusations to which Mr. O'Connor refers are merely an outburst of indignation because the United States has undertaken to build a merchant marine of its own.

It is true, of course, that American ships could not operate at a profit without the ocean mail contracts awarded them by the government. Materials that go into ships cost more in this country than in England, and labor is paid higher wages. Is that any reason why the United States should withdraw from the field of shipping? American export trade exceeds that of any other nation. A strong merchant marine is necessary to maintain, promote and protect that trade. The United States cannot be influenced to curtail its shipping service merely because of Great Britain's ambition to continue dominating the high seas.

Subsidies paid to American shipping companies in the form of mail contracts are designed merely to equalize competitive conditions between American and foreign ships. Vessels under the American flag have not resorted to rate cutting or unfair practices. For the most part rates are determined by mutual agreement among the competing lines. It is absurd to use the word "dumping" in connection with the attempt of the United States to build up its own fleet of vessels to handle part of its own commerce and tourist travel.

European interest also resent the American tariff and immigration laws. But that does not in any way change the determination of the American people to protect their industries and their workingmen. Economic barriers are absolutely necessary to preserve the higher standard of living that prevails in the United States. Shipping lines that come into competition with foreign vessels must be encouraged to uphold American standards. The American people do not intend to lower their wages, their working conditions and standards of living to the levels prevailing in Europe. And they do not intend to surrender the American market, American jobs, or the transportation of American commerce on the high seas. Propaganda aimed against this practice of self-protection is a waste of time.

One of the Ugliest Words

Recently the San Francisco Chronicle editorialized on an effort to choose the "ten ugliest words." The Chronicle hazards the opinion that among them might appear "fired!" "no funds!" To a good many people the ugliest word of all, these days, is taxation. It has destroyed businesses, taken jobs, eaten savings, disrupted existence. The committee working on the ten ugliest words should give it most careful consideration.

Robbing Peter to Pay Paul

In your left-hand trousers pocket you have the sum of fifty dollars. In your right-hand pocket is another fifty. For a period of time you spend entirely from the left pocket, until the fifty suffers alarming depreciation. Then you begin spending from the right pocket. Would you consider this economy and reduction of expenses? You certainly would not. It is unimportant whether the dollar comes from one pocket or another, whether your left hand or your right passes it out.

But, when tax commissions and politicians announce a program of tax reduction, it usually does precisely what has been described above.

It takes a dollar off the property tax and puts another dollar on the income tax. It shifts burdens from an inheritance tax to a sales tax. It discovers intangible taxes—supposed to lower some other tax, but increases the total volume of tax money taken

from individuals and industry. And so it goes.

The average tax reduction program is a farce and misrepresentation. It robs Peter to pay Paul. It does not recognize the fact that there is but one way to lower taxes—to spend less money.

Keep the pocket illustration in mind next time your public officials announce an economy drive. See if they actually do lower the cost of running the government, or simply dip into your other pocket. Then act accordingly.

Use Foresight Now

The principal task facing the farmer today is to build for the future, and at the same time carry himself through the difficulties of the present.

In this work the "cooperative" is his best ally. It is struggling to get him better prices and a surer market—and working as well to make that market permanent. It is blazing the way to better and more profitable farming.

The cooperative movement has surmounted many obstacles, and many more will beset its path before its success is complete. And, if it is to succeed, it must have the loyal aid of a majority of American farmers—they must not only pay their dues and keep up their membership, but must work with cooperative managements in bringing in new members and re-assuring old ones. They must fight aggressively for the cause of cooperation.

The strength of American business lies in cooperation—in a policy of enlightened self-interest through which all factors in an industry work together for the common good. It has proven to be a successful policy, and has helped more than we realize in bearing the brunt of these troubled times.

Agriculture must do the same thing—it must realize that the welfare of the individual producer is absolutely dependent on the welfare of all producers. If the farm cooperative movement fails, it will be from lack of foresight of the American farmer.

GOVERNOR TOM BERRY OF SOUTH DAKOTA.

A special writer in the Portland, Oregon, Journal has the following write up of Tom Berry, now governor of South Dakota, who was born and raised in Paddock township in this county:

"The old-time cow hand is going to try to de-horn a state budget. Tom Berry, famous story teller, cow country gag man and lariat looser, is inaugurated as governor of South Dakota. Without benefit of press agents, he enters Pierre amid hopeful shouts of "ride 'em cowboy." He is a democrat.

"Owning a 5,000-acre ranch and leasing 30,000 acres from the Rosebud Indians, he has demonstrated his business ability. However, he has mainly joshed his way to the governorship. A political opponent said he couldn't write.

"I can understand how he got that idea," said Berry. "He asked me to sign a note for him last spring and naturally, I said I couldn't write."

"There are more of Tom Berry's jokes rolling around the South Dakota range country than there are tumbleweeds. He was almost as legendary as John Bunyan before his presence in the state legislature proved that he was real. He says he was stolen by the Indians when he was a baby and they brought him up, but nobody knows when he is spoofing. On government advice he tried to graze hogs on his range of short buffalo grass. They wasted away, but he was cheerful about it.

"They are the fastest hogs in Mellette county," he wrote the government. He said he saw them chasing coyotes.

"He and his wife were homesteaders in the Rosebud country, east of the bad lands, 25 years ago. Their two sons and two daughters are grown well educated and competent ranch managers, all living at home. Eight hundred acres of his ranch are under cultivation.

"He sits on a broncho the way Andrew Mellon sits on a directorate, and his 10-gallon hat looks as if it grew on him."

EDUCATIONAL NOTES

State Teacher's Examinations will be held on Saturday, January 21, 1933 at Stuart, Atkinson, Ewing and O'Neill.

The first Eighth grade examinations will be held on February 3rd.

For the use of the Eighth Graders who will write on the Civil Government Examination, the following are the new National, State and County officers.

National Officers, 1933
President of U. S.—Franklin D. Roosevelt. Term 4 years, 1933-37. Salary \$75,000 and expenses.
Vice-President of U. S.—John N. Garner. Term 4 years. Salary \$15,000.
President's Cabinet—To be filled later.
United States Senators—
R. B. Howell, Omaha, 1929-1935.

George W. Norris, McCook, 1931-37. Term 6 years. Salary \$10,000 per year and 20 cents per mile Mileage.

Congressmen—
John H. Morehead, Falls City—First District.
Edward R. Burke, Omaha—Second District.
Edgar Howard, Columbus—Third District.

Aston C. Shallenberger, Alma—Fourth District.
Terry Carpenter, Scottsbluff—Fifth District.

Salary \$10,000 per year and 20 cents per mile mileage. Term 2 years. United States Supreme Court—

Chief Justice — Charles Evans Hughes—4th Judicial Circuit
Benjamin N. Cardozo—1st Judicial Circuit

Harlan F. Stone—2nd Judicial Circuit
Owen T. Roberts—3rd Judicial Circuit
Louis D. Brandeis—5th Judicial Circuit

James C. McReynolds—6th Judicial Circuit
Willis VanDevanter—7th Judicial Circuit
Pierce Butler—8th Judicial Circuit
George Sutherland—9th Judicial Circuit

Term—Life, during good behavior. Salary, Chief Justice \$20,500 per year, Associate Justice \$20,000.

State Officers
Charles W. Bryan, Lincoln, Governor. Salary \$7,500.
Walter H. Jurgenson, Lincoln, Lieut. Governor. Salary \$1,600.
Harry R. Swanson, Omaha, Secretary of State. Salary \$5,000.
Wm. B. Price, Lincoln, Auditor of Public Accounts. Salary \$5,000.
Harry P. Conklin, Scottsbluff, Commissioner of Public Lands and Buildings. Salary \$5,000.
George E. Hall, Lincoln, Treasurer. Salary \$5,000.
Paul F. Good, Lincoln, Attorney General. Salary \$5,000.
Charles W. Taylor, Lincoln, State Superintendent. Salary \$5,000.
Supreme Court—Salary \$7,500.
Wm. B. Rose, Lincoln, Associate Justice.

James R. Dean, Broken Bow, Associate Justice.
Edward E. Good, Wahoo, Associate Justice.
George A. Eberly, Stanton, Associate Justice.
L. B. Day, Omaha, Associate Justice.

Bayard H. Paine, Grand Island, Associate Justice.

County Officers

Peter W. Duffy, Sheriff.
C. J. Malone, County Judge.
W. E. Conklin, County Treasurer.
M. F. Norton, Surveyor.
Ira H. Moss, Clerk of Dist. Court.
Esther Cole Harris, Register of Deeds.

John C. Gallagher, County Clerk.
C. D. Keyes, Assessor.
J. D. Cronin, Attorney.
Luella A. Parker, Superintendent.
Robert R. Dickson District Judge.

Supervisors—
J. C. Stein, Meek—Dist. 1
John Carson, Dorsey—Dist. 2
John Sullivan, O'Neill—Dist. 3
L. W. Reimer, Ewing—Dist. 4
Rodell Root, Chambers—Dist. 5
John Steinhauser, Stuart—Dist. 6
H. L. James, Atkinson—Dist. 7

OTHER LOBBYISTS

Louisville Courier-Journal: The treatment accorded the hunger marchers affords a precedent that might be followed in coping with lobbyists.

HOT SHOTS

Friday to Thursday

Come in and take advantage of you this week. Let us serve you these bargains we are offering with quality groceries and wholesome meats for your meals.

All Beef Steaks	15c
2 pounds for 25c	
Hamburger, per lb.	10c
3 pounds for 25c	
Pork Chops & Steaks, lb.	10c
Sausage, per pound	10c
3 pounds for 25c	
Rib Boling Meat, per lb.	6c
Beef Roasts, per lb.	10c
Dressed Chickens at all times, within 20 minutes notice.	
Sugar, 10-lbs.	48c
Soap, 10 bars for	25c
Onions, per lb.	3c
Corn, 9c a can, 3 cans	25c
Tomatoes, 9c a can, 3 cans	25c
Mr. Farmer—We believe in patronizing home industry, therefore we will accept, eggs, chickens, corn, livestock or hides in trade for groceries at a good price.	
O'NEILL FRUIT CENTER D. ABDOUCH, Prop. Phone 242-W We Deliver	

Removal Notice

I have moved my drug store to the Golden Hotel Corner Store where I will be pleased to meet all my regular customers, and welcome new ones.

C. E. STOUT

Sometimes a man does not quit his job. His job quits him. What happens when there is no money in bank?

The O'Neill National Bank

Capital, Surplus and Undivided Profits, \$125,000.00.

This bank carries no indebtedness of officers or stockholders.

